

Zeitschrift: The Swiss observer : the journal of the Federation of Swiss Societies in the UK

Herausgeber: Federation of Swiss Societies in the United Kingdom

Band: - (1975)

Heft: 1711

Inhaltsverzeichnis

Nutzungsbedingungen

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften auf E-Periodica. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. Das Veröffentlichen von Bildern in Print- und Online-Publikationen sowie auf Social Media-Kanälen oder Webseiten ist nur mit vorheriger Genehmigung der Rechteinhaber erlaubt. [Mehr erfahren](#)

Conditions d'utilisation

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. La reproduction d'images dans des publications imprimées ou en ligne ainsi que sur des canaux de médias sociaux ou des sites web n'est autorisée qu'avec l'accord préalable des détenteurs des droits. [En savoir plus](#)

Terms of use

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. Publishing images in print and online publications, as well as on social media channels or websites, is only permitted with the prior consent of the rights holders. [Find out more](#)

Download PDF: 23.02.2026

ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>

Features

Contents

Forty Years of shortwave broadcasts from Switzerland	2
Characteristics of Swiss energy	4
Schaffhauserland, portrait of a Small Canton	5
Official Communications:	
— Notice: compensation for Swiss interests in Hungary	9
— Special stamps II 1975	9
— Political rights of the Swiss Abroad	10
— Switzerland's policy on her «Presence» abroad	10
— Philately	11
Communications of the Secretariat of the Swiss Abroad	12
— 1975: Holidays in Switzerland	14
— Solidarity Fund of the Swiss Abroad	14
— AHV/IV and sickness insurance	15
Swiss events in retrospect	15
Sport	17
Local Communications	19

AVS/AI

Are you 50 in 1975?

You can join the voluntary AVS/AI not later than one year after your 50th birthday. This is your last chance! For further information please write to your Swiss representation.

Forty Years of shortwave broadcasts from Switzerland

There are several ways to celebrate an anniversary: with pageantry or discretion, joy or sadness, hope or regret. It depends on the nature of the anniversary and on who – or what – is being honoured.



Joël Curchod, Director of the Swiss Short Wave Service since 1965

The 40th anniversary of Swiss shortwave broadcasts is being observed discreetly. Because we are by nature discreet? Possibly. Because of necessity? Without a doubt. Inflation is hardly an appropriate incentive for sumptuous ceremonies. For those of us involved in the daily life of SBC's European and overseas Services, this anniversary is an occasion to assess our position and pay tribute to our predecessors.

To assess our position does not mean to draw up a balance sheet. Balance sheets take into consideration only the assets and liabilities to date, and are often associated with the closing of accounts.

On the other hand, an assessment, while appreciating the past, goes on to analyse, remodel and chart a course for the future. One draws from one's own experience and is inspired by the experience of others. One seizes the moment in order to understand it better, and

then project into tomorrow the essential lessons of yesterday.

In wireless terms, this means to confront the motivations of the recent past with our present environment in order to have a better definition of the basis for future broadcasting.

The one constant factor in our forty years of international shortwave broadcasting always has been the listener. Because of him, for him and around him, SBC was born, grew and continues to expand.

Radio in 1975 is an integral part of the daily life of most human beings no matter where they live or what they do. Although radio has evolved into a companion, its importance as a service continues to grow. No longer a novelty, it can be found everywhere. It is indispensable.

Shortwave broadcasts, transmitted over great distances to listeners in foreign countries defy routine classification. They have a specific purpose, in which ideology is not always absent. For some, shortwave radio is a formidable, tool of propaganda. For others – including SBC – it is a remarkable instrument for the instantaneous and world wide dissemination of information.

Paradoxically, we live at a time when two apparently contradictory phenomena co-exist: one is the extraordinary daily flow of news and ideas, a veritable deluge of over-information, with which the world's mass media inundate their readers, listeners and viewers. The other phenomenon is the enormous gaps in this same information, gaps which are generally linked to the geographical and political situations of certain listeners.

In providing programmes aimed at